MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BRM2834 – RESEARCH METHODOLOGY

(Distance Education)

MARCH 01, 2016
09:00am TO 11:00AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FIVE (5)** printed pages (including cover) with:
   Section A: Ten (10) multiple choice questions (20 marks)
   Section B: Four (4) structured questions (60 marks)
   Section C: One (1) applied question (20 marks)

2. Answer **ALL** questions in the Answer Booklet provided.

3. Marks allocations are shown at the end of each question.

SECTION A: MULTIPLE CHOICE QUESTIONS (20 marks)

Section A is to be answered in the Answer Booklet.

Read each of the items below carefully and then indicate the most appropriate response on the multiple-choice answer sheet.

1. When planning your research methodology, which should you consider first? [2 marks]

   a. Methods
   b. Aim
   c. Factors
   d. Choice of questionnaire

2. Researchers at Apple Blossom University are conducting a study of employee training outcomes. In their theoretical framework, they stated that male senior executives and managers tend to learn more in training sessions if there is a high level of participant engagement (involvement in classroom activities; experience sharing; frequent question-and-answer sessions). However, for clerical staff and junior employees, the level of engagement was not expected to be as important as the clarity of the slides and learning materials.

   Which of the following statements is true? [2 marks]

   a. Trainee learning performance is the independent variable.
   b. Age of trainees is an independent variable.
   c. Trainee gender is a controlled variable
   d. The level of trainees' position within the company is a dependent variable.

3. In a research proposal, the following sections would appear in which order? [2 marks]

   I. Appendices
   II. Budget & Time Schedule
   III. Cover Page
   IV. Introduction
   V. Justification of Study
   VI. Literature Review
   VII. Methodology
   VIII. References
   IX. Research Problem
   X. Table of Contents

   a. III, X, IV, VI, V, IX, VII, VIII, II, I
   b. III, X, IV, IX, V, VI, VII, II, VIII, I
   c. X, III, IV, V, VI, IX, VII, VIII, I, II
   d. X, III, V, IV, II, VI, VII, IX, VIII, I

Continued...

4. Which form of the following reference is best? [2 marks]

   a. Downe, A.G. and McDougall, D. 1995. Effects of sex, attraction and acceptance on children's help seeking and attitudes toward interpersonal relationships. *Contemporary Educational Psychology, 20*(2), 129-139.
   b. Effects of sex, attraction and acceptance on children's help seeking and attitudes toward interpersonal relationships, by Alan G. Downe and Daniel McDougall. IN *Contemporary Educational Psychology*, 1995.
   c. Downe, A.G. and McDougall, D. 1995. *Effects of Sex, Attraction and Acceptance on Children's Help seeking And Attitudes Toward Interpersonal Relationships. Contemporary Educational Psychology*, Issue 20, Volume 2, 129-139.
   d. Alan G. Downe & Daniel McDougall: "Effects of sex, attraction and acceptance on children's help seeking and attitudes toward interpersonal relationships" (1995). IN *Contemporary Educational Psychology*. Issue 20, Volume 2, pages 129-139.

5. _____ is simply an educated guess about a problem's solution. It is a logically conjectured relationship between two or more variables expressed in the form of testable statements. These statements are conjectured (presumed to be true) based on the theoretical framework that has been developed. [2 marks]

   a. A variable
   b. The research design
   c. Correlation
   d. A hypothesis

6. A market researcher administers a questionnaire requesting all subjects to rank a list of five breakfast cereals from "best-tasting" to "worst tasting". What measurement scale is he using? [2 marks]

   a. Nominal
   b. Ordinal
   c. Interval
   d. Ratio

7. Cronbach's alpha statistic is a measure of what property in a questionnaire? [2 marks]

   a. Reliability
   b. Inter-item consistency
   c. Concurrent validity
   d. Both (a) and (b)

8. Judgement sampling is a special type of _____ sampling. [2 marks]

   a. artificial
   b. qualitative
   c. purposive
   d. hands-on

9. Which of the following is/are using secondary data? [2 marks]

   a. Nicky hands out a questionnaire to classmates asking them to rate their satisfaction with the university learning environment.
   b. Ricky telephones 100 random individuals in Kuala Lumpur and asks if they have read today's issue of *The Star* newspaper.
   c. Vicky spends the afternoon in the Asian Institute of Finance library, making notes about findings in Auditor General reports from Malaysia, Singapore and Thailand.
   d. Nicky and Ricky are both using secondary data.

10. In conducting an Analysis of Variance (ANOVA) on a set of data, which of the following would be true? [2 marks]

    a. SST = SSA + SSW
    b. SSA = SST + SSW
    c. SSW = SSA + SST
    d. SST = (Type I Error – Type II Error) x (SSW + SSA)

SECTION B: STRUCTURED QUESTIONS

Answer all questions in the Answer Booklet.

1. WHAT IS THE DIFFERENCE BETWEEN THE FOLLOWING PAIRS OF RESEARCH CONCEPTS? [total 18 marks]

    a. probability sampling versus non-probability sampling [6 marks]

    b. quantitative research versus qualitative research [6 marks]

    c. problem statement versus null hypothesis [6 marks]

2. DESCRIBE FIVE (5) POTENTIAL SOURCES FOR THE IDENTIFICATION OF RESEARCH PROBLEMS. [total 20 marks]

3. "The research topic you choose must be something you are capable of undertaking. Your capability of success in carrying out the research can be defined in three ways or dimensions." EXPLAIN WHAT IS MEANT, IN THIS STATEMENT, BY THE THREE "DIMENSIONS OF CAPABILITY" [12 marks]

4. PROVIDE TWO (2) REASONS WHY IT IS IMPORTANT FOR A MANAGER TO HAVE A SOUND UNDERSTANDING OF RESEARCH METHODOLOGY. [10 marks]

SECTION C: APPLIED QUESTION

The Head of Research & Innovation at your company asks for your help. "We are trying to develop a set of standards to determine what is *good research topic*. I understand that you studied Research Methodology at a prestigious private university. CAN YOU PLEASE WRITE A 1-2 PAGE DESCRIPTION OF THE CHARACTERISTICS OF A GOOD RESEARCH TOPIC?" [20 marks]

End of Page